



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Great American Media
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 197150

Schedule Dates

09/27/12-10/03/12

Advertiser

DSCC (3527)

Agency

Great American Media (3111)

Product

Political-Political (1088)

Brand

EST 1891 9/27-10/3 (72096)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

EST 1891 9/27-10/3

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1891 9/27-10/3

Date Entered 09/27/12

Last Modified 09/27/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,910.00

Net Total \$33,490.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots

Sep. 2012 11 \$23,300.00

Oct. 2012 10 \$16,100.00

Grand Total: 21 \$39,400.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------|---------|
| 1.0 | Normal Line / SPOT | 09/28/12-09/28/12 | 2 | :30 | 11:59A- NEWS-ABC 7 NEWS @ NOON | 1 | | | | | 1 | | | 1 | \$1,500.00 | \$1,500.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 2.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 11:59A- NEWS-ABC 7 NEWS @ NOON | 1 | X | X | X | | | | | 1 | \$1,500.00 | \$1,500.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 3.0 | Normal Line / SPOT | 09/28/12-09/28/12 | 2 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | 1 | | | | | 1 | | | 1 | \$1,000.00 | \$1,000.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 4.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | 1 | X | X | X | | | | | 1 | \$1,000.00 | \$1,000.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 5.0 | Normal Line / SPOT | 09/28/12-09/28/12 | 2 | :30 | 12:57P- ABC-THE CHEW | 1 | | | | | 1 | | | 1 | \$900.00 | \$900.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 6.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 12:57P- ABC-THE CHEW | 1 | X | X | X | | | | | 1 | \$900.00 | \$900.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 7.0 | Normal Line / SPOT | 09/28/12-09/28/12 | 2 | :30 | 3:58P- ABC-KATIE COURIC | 2 | | | | | 1 | | | 1 | \$1,700.00 | \$1,700.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 8.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 3:58P- ABC-KATIE COURIC | 2 | X | X | X | | | | | 2 | \$1,700.00 | \$3,400.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 9.0 | Normal Line / SPOT | 09/28/12-09/28/12 | 2 | :30 | 6:59A- ABC-GOOD MORNING AMERICA | 1 | | | | | 1 | | | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 10.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 6:59A- ABC-GOOD MORNING AMERICA | 1 | 1 | 1 | 1 | | | | | 3 | \$1,800.00 | \$5,400.00 | WJLA Arlington (WJLA) | | 9/27/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------|---------|
| 11.0 | Normal Line / SPOT | 09/29/12-09/29/12 | 2 | :30 | 6:58A- ABC-GOOD MORNING AMERICA SAT @ 5P | | | | | | | 1 | | 1 | \$900.00 | \$900.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 12.0 | Normal Line / SPOT | 09/27/12-09/27/12 | 2 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | | | | | 1 | | | | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 13.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | 1 | X | X | X | | | | | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 14.0 | Normal Line / SPOT | 09/27/12-09/27/12 | 2 | :30 | 5:59P- NEWS-ABC 7 NEWS @ 6P | | | | | 1 | | | | 1 | \$2,100.00 | \$2,100.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 15.0 | Normal Line / SPOT | 10/01/12-10/03/12 | 2 | :30 | 5:59P- NEWS-ABC 7 NEWS @ 6P | 1 | X | X | X | | | | | 1 | \$2,100.00 | \$2,100.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 16.0 | Normal Line / SPOT | 09/29/12-09/29/12 | 2 | :30 | 11:30P- NEWS-ABC 7 NEWS @ 11P | | | | | | | 1 | | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 17.0 | Normal Line / SPOT | 09/30/12-09/30/12 | 2 | :30 | 11P- NEWS-ABC 7 NEWS @ 11P | | | | | | | | 1 | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/27/12 |
| 18.0 | Normal Line / COLLEGE FOOTBALL | 09/29/12-09/29/12 | 2 | :30 | 3:28P- SPORTS-ABC COLLEGE FOOTBALL | | | | | | | | 1 | 1 | \$8,000.00 | \$8,000.00 | WJLA Arlington (WJLA) | | 9/27/12 |

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